



Participating in Your Local Community via Television



@TDIforAccess

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Background

Until recently, my wife Judy and I were residents of Montgomery County, Maryland.

I was a member of Montgomery County's Cable Communications Advisory Committee for 4 years from 2004 to 2007.

Montgomery County offers its PEG programs in captions.



Background

Consumers pay:

- Property taxes to local governments
- Property taxes to states
- Monthly fees for cable TV subscription service

Who Benefits from Accessing PEG Programs on TV?

Definitely everyone, but.....

If the PEG programs come with captions and video descriptions, the rest of us becomes part of the viewing audience:

1. The disability community
2. Those who use English as a second language
3. Students who attend area colleges or universities
4. Those in bars, spas, restaurants, and other public places who have difficulty hearing a TV program

What Benefits We Get from Accessible PEG Programs on TV?

1. Literacy and language development
2. Full inclusion in one's residence, workplace, neighborhood, and community
3. Greater appreciation of a diversity of cultures
4. Exposure to debate and decision-making process on public policy issues
5. Awareness of services and resources from local government
6. Opportunities to take part in cultural and educational activities in community
7. ... and many others

Domino Effect

Some local counties, including Montgomery County, MD are extending their reach to its residents beyond television.

They have websites with videos and textual information. The videos come with captions.

This meets the FCC's requirement that if any video program was previously broadcasted on TV with captions, it be shown with captions on the Internet.

Thanks to Local Governments, Related Industry Players, and FCC, too!

- FCC grants licenses to TV stations to do business in their areas.
- There are franchise agreements between counties and cable providers.
- FCC serves "in the public interest."
- We encourage FCC to require that program names, information, and status as a closed-captioned program be made available on electronic program guides (this was recently addressed in the CVAA FNPRM).
- We encourage that depending on budgetary resources that each County has, there be funds set aside for captioning of PEG programs or voluntary programs to provide captioning support to the County.



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